

ORDER



Orders
Order / Rev: 166808
Alt Order #:
Product Desc:
Estimate: 12063
Flight Dates: 09/19/12 - 09/23/12
Original Date / Rev: 09/19/12 / 09/19/12
Order Type: GENERAL

KSTP-TV, LLC and KSAX-TV

Primary AE: Local Account KSTP House
Sales Office: MSP
Sales Region: Local

Agency Name: Media Strategies & Research
Buying Contact:
Billing Contact:
 11350 Random Hills Road
 Fairfax, VA 22030-7428

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Graves for Congress
Demographic: A35+
Product Codes: PL1
Priority: 4
Revenue Codes: AGY, PAID, CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/23/12	23	\$8,600.00	\$7,310.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$8,600.00	\$7,310.00	0.00
Totals	23	\$8,600.00	\$7,310.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local Account KSTP House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	M	09/19/12	09/23/12	M-F 5-530a News M-F 5-530a News	CM	5-530a	--- 11--	:30	2	\$225.00	3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--- 11--			2		\$225.00		0.00				
2	M	09/19/12	09/23/12	M-F 530-6a News M-F 530-6a News	CM	530-6a	--- 11--	:30	2	\$225.00	3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--- 11--			2		\$225.00		0.00				
3	M	09/19/12	09/23/12	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:00 AM-6:30 AM)	--- 11--	:30	2	\$325.00	3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--- 11--			2		\$325.00		0.00				
4	M	09/19/12	09/23/12	M-F 6-7a News M-F 6-7a News	CM	6-7a (6:30 AM-7:00 AM)	--- 11--	:30	2	\$325.00	3	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--- 11--			2		\$325.00		0.00				
5	M	09/19/12	09/23/12	M-F GMA M-F GMA	CM	7-9a	--- 11--	:30	2	\$250.00	3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--- 11--			2		\$250.00		0.00				
6	M	09/19/12	09/23/12	SU GMA Su GMA	CM	7-8a	----- 1	:30	1	\$450.00	3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----- 1			1		\$450.00		0.00				

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Advertiser: Graves for Congress
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KSTP-TV, LLC and KSAX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
8	M	09/19/12	09/23/12	M-F The View M-F The View	CM	10-11a	----1--	:30	1	\$300.00	3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--		1				\$300.00		0.00			
9	M	09/19/12	09/23/12	M-F Midday News M-F Midday News	CM	11a-12p (11:00 AM-11:30 AM)	---1---	:30	1	\$150.00	4	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---1---		1				\$150.00		0.00			
10	M	09/19/12	09/23/12	M-F 4-430p Millionaire	CM	4-430p	----1--	:30	1	\$150.00	3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	----1--		1				\$150.00		0.00			
11	M	09/19/12	09/23/12	M-F 430-5p News 430p News	CM	430-5p	--11---	:30	2	\$200.00	3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--11---		2				\$200.00		0.00			
12	M	09/19/12	09/23/12	M-F 5-530p M-F 5-530p	CM	5-530p	--1-1--	:30	2	\$375.00	3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1-1--		2				\$375.00		0.00			
13	M	09/19/12	09/23/12	M-F 6-630p M-F 6-630p	CM	6-630p	--11---	:30	2	\$450.00	3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--11---		2				\$450.00		0.00			
15	M	09/19/12	09/23/12	Sun Spcl 4 Emmy's Red Carpet Live	CM	6-7p	-----1	:30	1	\$2,100.00	3	0.00	NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----1		1				\$2,100.00		0.00			
N 16	M	09/19/12	09/23/12	M-F,Su Late News M-F, Su 10-1035p	CM	10-1035p	--1----	:30	1	\$700.00	3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--1----		1				\$700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	M	09/17/12-09/23/12		M-F,Su Late News		10-1035p	--W-----	:30		(\$700.00)		0.00	NM		
	See MG 16.2, 16.3 [PE Due HRA]														
2	M	09/21/12-09/21/12		M-F 2-3p 9/10-TFN		2-3p	-----F----	:30		\$250.00		0.00	NM		
	Ⓜ MG for 16.1 09/19														
3	M	09/21/12-09/21/12		M-F 6-630p		6-630p	-----F----	:30		\$450.00		0.00	NM		
	Ⓜ MG for 16.1 09/19														
Totals													23	\$8,600.00	